


PAUL DIAMOND

Creative Experience Leader



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CORE COMPETENCIES

Experiential Production Management
CapEx & Budget Oversight
Agency & Vendor Leadership
Creative Strategy
Concept Design
Creative Brief Development
IP Integration & Storytelling
Worldbuilding
Client & Studio Partnerships
Cross-Functional Collaboration
Team Leadership
Onsite Build & Installation
Stakeholder Alignment
Design Package Redlining
Digital & Physical Integration

Technical

Adobe Creative Suite
Unreal Engine
Microsoft Office
Autodesk Suite

AWARDS

Best Non-Fashion Retail Concept
VM&Display Awards UK - 2023
Surface X Liberty Collab

Best Window Display
SHOP! Awards - 2024
Wonka Window Display

Best Holiday Window
SHOP! Awards - 2023
Holiday Themed Display

PROFILE

Creative leader and experience producer with 12+ years bringing branded and original IP to life through immersive, story-driven environments. I specialize in designing physical experiences that function like story worlds, emotionally resonant, spatially engaging, and built to evolve.

From flagship takeovers to cinematic window narratives, I lead projects from concept development through fabrication, rollout, and execution. My work bridges creative and operational leadership, often partnering with studios, internal stakeholders, and cross-functional teams to build scalable experiences that blend cultural fluency with production discipline.

Whether launching a franchise activation or crafting a multi-market retail narrative, I align teams around a clear creative vision and deliver with precision, producing experiences that are as strategic as they are unforgettable.

WORK EXPERIENCE

Microsoft

Sr. Marketing Manager – Store Design & Production Lead – 2018-Current
Partner/Channel Marketing Manager – Gaming – 2016-2018

Led strategic creative and production across global flagship activations, partnerships, launches, and seasonal builds.

Key Achievements:

- **Worldbuilding Through IP:** Developed and directed immersive experiences that extended game and entertainment IP into real-world environments, including Indiana Jones, Barbie, Halo, Candy Crush, and Jordan. Translated lore into tactile storytelling and spatial engagement that connected with fans emotionally and physically.
- **Concept-to-Launch Production Oversight:** Owned creative and operational execution from pitch through installation. Oversaw vendor selection, fabrication, budget allocation, phased rollouts, and on-site approvals across global builds in NYC, London, and Sydney.
- **Narrative-Driven Flagship Design:** Reimagined permanent store environments, including the full-floor Xbox Level 2 takeover and multi-season thematic installations. Led spatial storytelling strategy, layout planning, fixture and material design, and alignment with global marketing and brand teams.
- **Studio & Partner Collaboration:** Co-developed activations with Warner Bros., Lucasfilm, Jordan Brand, and King. Delivered fully aligned creative experiences with studio stakeholders.
- **Cross-Functional Leadership:** Unified internal teams across marketing, brand, production, and VM to ensure consistency and impact.
- **Results & Recognition:** Projects earned multiple industry awards and were extended in-market due to strong fan engagement and partner response.

EXPERIENCE CONTINUED

Claricare

Director of Product / 2014 – 2015

Led product development of cloud-based tools for dental practice optimization. Contracted part-time with Radius while initiating early product development.

Key Responsibilities:

- Directed the development of ClariCare's tablet and cloud application suite, enhancing dental practice efficiency and patient care.
- Ensured seamless integration of our products with existing practice management systems.
- Led a team of hybrid offshore and local developers and designers in creating user-centric, innovative software solutions.
- Collaborated with dental professionals to tailor our applications to the specific needs of dental practices.
- Oversaw product roadmaps, from conception to launch, ensuring alignment with industry trends and customer needs.

Radius, Inc.

Sr. Consultant / 2013 – 2014

Technical Program Manager – Microsoft Stores

Event Manager – New Product Launch Events & New Store Openings.

Served as lead consultant for Microsoft Stores during the Xbox One global launch. Oversaw creative production and cross-functional alignment across over 80 locations.

Key Responsibilities:

- Directed project timelines, install sequencing, and launch coordination across retail, event, and product demo teams
- Managed creative production, vendor sourcing, QA, and install verification across all markets
- Worked with stakeholders across IT, Marketing, Merchandising, Events, and Supply Chain to align launch experience
- Delivered Xbox One experiential demos and environmental storytelling that increased dwell time and customer engagement
- Supported new store openings and launch events with onsite execution and last-mile creative adjustments

Sesame Communications

Sr. Web Producer / 2011 - 2013

Reborn Creative

Principal / 2007 – 2011

The Rockit Roost

Website Director / Event Coordinator 2009 - 2010